

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-56CIP1 (GP-145-01-US)**

Applicants: **Leslie YEH, et al.**

Serial No.: **10/823,508**

Filing Date: **April 12, 2004**

Title: **DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD
SYSTEM**

Examiner: **Greta Lee Robinson**

Group Art Unit: **2169**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references, except for U.S. patents and patent application publications, is enclosed. (See the notice, "Information Disclosure Statements May Be Filed Without Copies of U.S. Patents and Published Applications in Patent Applications Filed After June 30, 2003," Pre-OG Notices (July 11, 2003).)

Machine generated English language translations of non-English language reference BB and BE are provided.

References BB and BE were cited in a Notice of Preliminary Rejection from the Korean Patent Office in counterpart Korean Patent Application No. 10-2008-7024188. A copy of that Notice of Preliminary Rejection, as well as an English language translation thereof, is provided as reference CD. Therefore, non-English language references BB and BE should be considered. (See MPEP 609.04 (a).) Note that U.S. Patent No. 5,754,939 cited in reference CD is already of record (cited by Examiner, Paper No. 20070521).

English language abstracts of non-English language references BC, BD and BF are provided. Additionally, partial English language translations of non-English language references BC, BD, BF and CE are provided. Non-English language references BC, BD, BF, BG and CE were cited in a Japanese Notice of Reasons for Rejection from the Japanese Patent Office in counterpart Japanese Patent Application No. 2006-525355. A copy of that Japanese Notice of Reasons for Rejection, as well as an English language translation thereof, is provided as reference CC. Therefore, non-English language references BC, BD, BF, BG and CE should be considered. (See MPEP 609.04 (a).) Additionally, non-English language reference BG is related to U.S. Patent No. 7,089,264 (reference AX).

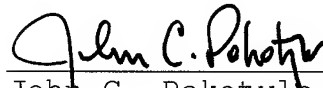
The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since this Information Disclosure Statement ("IDS") is being filed with a Request for Continued Examination, it should be considered under 37 C.F.R. § 1.97(b)(4). **Accordingly, it is believed that no additional fee is due.** If, however, any

additional fee is due, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

August 10, 2009



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO
788 Shrewsbury Ave.
Tinton Falls, NJ 07724